MARKETING INFORMATION SYSTEMS, INC.

100 SYLVAN AVENUE, ENGLEWOOD CLIFFS, N.J. 07632
201-947-6900 • 212-239-7256

December 8, 1982

Dear

Regarding the final shipment of the SM Display Test, return only the following materials:

- Raffles Kings and 100's cigarette packs
- Raffles ad from both ad portfolios
- Completed questionnaires and listing sheets
- Tally sheets
- Affidavits

You are to keep the racks, competing cigarette brands, and the ad portfolios (with Raffles ad removed) on your premises for the Players Display Test.

On Friday, December 10th, you will be receiving two packs of Players cigarettes (one pack of Kings and one pack of 100's), and two Players ads. Each Players pack is to be inserted on the rack corresponding to its size, exactly where the Raffles cigarettes had been displayed. Each ad is to be placed in the portfolio exactly where the Raffles ad had been (fourth from front). BE SURE TO PLACE THE WHITE AD IN THE WHITE PORTFOLIO AND THE BLACK AD IN THE BLACK PORTFOLIO!!

The briefing is to be taped and upon completion, sent to MISI via Federal Express Priority One Service.

Thank you,

Karen Boeve

KB:dmf

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